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**Development Incentive Zone Guidelines**  
**Exhibit B**

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Holt Plaza

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Holt Plaza is a proposed development bounded by Holt Avenue on the South, South 3rd Street on the West, and South Chase Avenue on the East. The Northern boundary of the project is dominated by industrial buildings and railroad tracks, in contrast to the predominately residential character of the neighborhood to the South, West and East. Presently, the site contains a Pick N' Save grocery store housed in a portion of a former Caterpillar manufacturing plant along the East side, which will be demolished and replaced with state-of-the-art facilities. The balance of the site presently contains no interior green space, and the industrial area to the North is openly visible to the residential neighborhood. Holt Plaza is intended to complement the mixed use character of the neighborhood, and provide a visual buffer between the residential and industrial areas. The architecture, building placement and design of the project will form a visual transition from residential to industrial property features, significantly increase the amount of landscaping, improve the streetscape, and provide a mixed-use retail experience to complement and interact with the neighborhood.

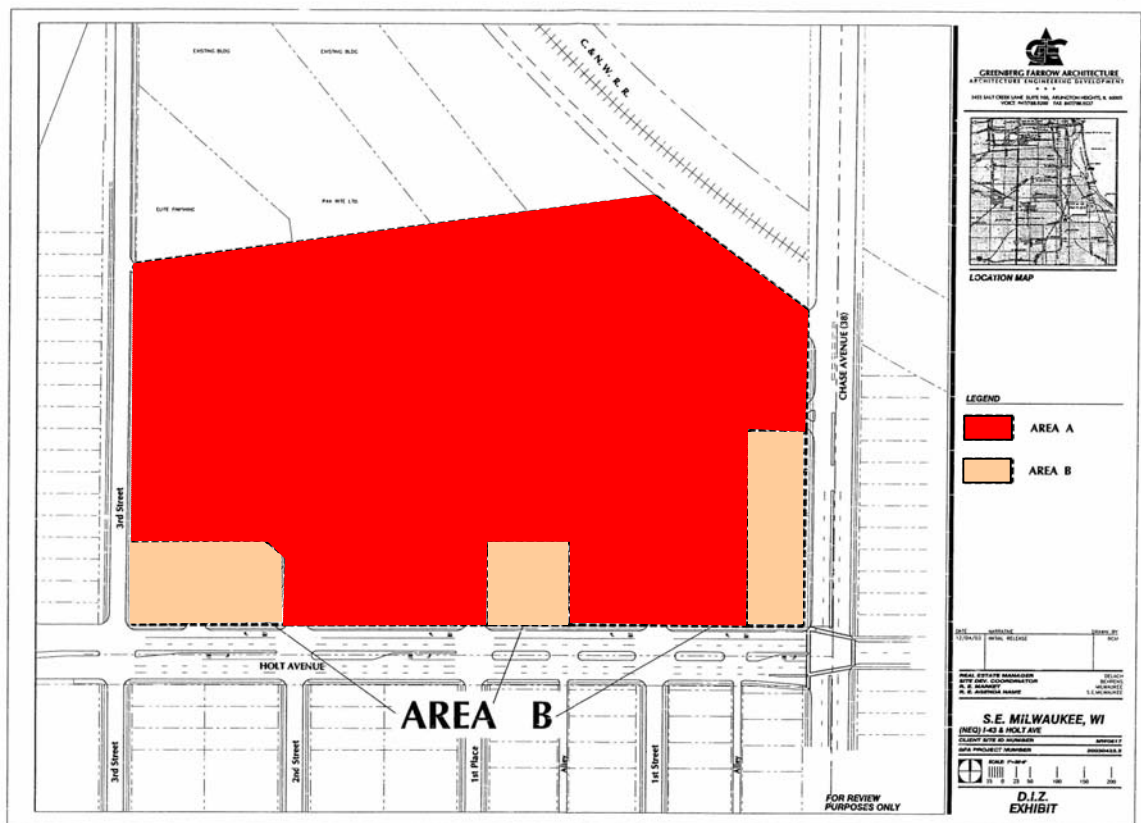
A Development Incentive Zone (DIZ) is a form of a site plan overlay district. Development Incentive Zones are established to provide timely permit review and approval of projects with unique needs. For each DIZ, guidelines are prepared to provide clear direction and encourage design excellence. The guidelines emphasize compatibility of new development with surrounding areas and provide flexibility based on site specific conditions. Section 295-1007 of the Zoning Code establishes the DIZ.

This document contains guidelines for the area north of West Holt Avenue between South 3<sup>rd</sup> Street and Chase Avenue. The guidelines consist of *principles*, design goals and *standards*, specific requirements to achieve the principles. Development proposals must always follow the *principles* and meet the *standards*. If, due to unique circumstances, strict adherence to a *standard* causes undue hardship, alternatives may be considered based on their consistency with the *principles*. The site is divided into 2 areas (see following page). Within each area, guidelines are established for:

AREAS A and B:

- I. Building Placement
- II. Access, Circulation and Parking
- III. Site Improvements
- IV. Building Design
- V. Signage

Area "A" consists of in-line retail buildings intended for primary use by a home improvement and garden center and a grocery store, and includes related parking and traffic areas. The buildings in Area "A" are in close proximity to the industrial area, and will shield the residential areas from the less desirable industrial views. Area "B" consists of individual out lots along the perimeter of the project, designed for occupancy by smaller retail or restaurant facilities. The occupants of the Area "B" out lots are unknown at this time.

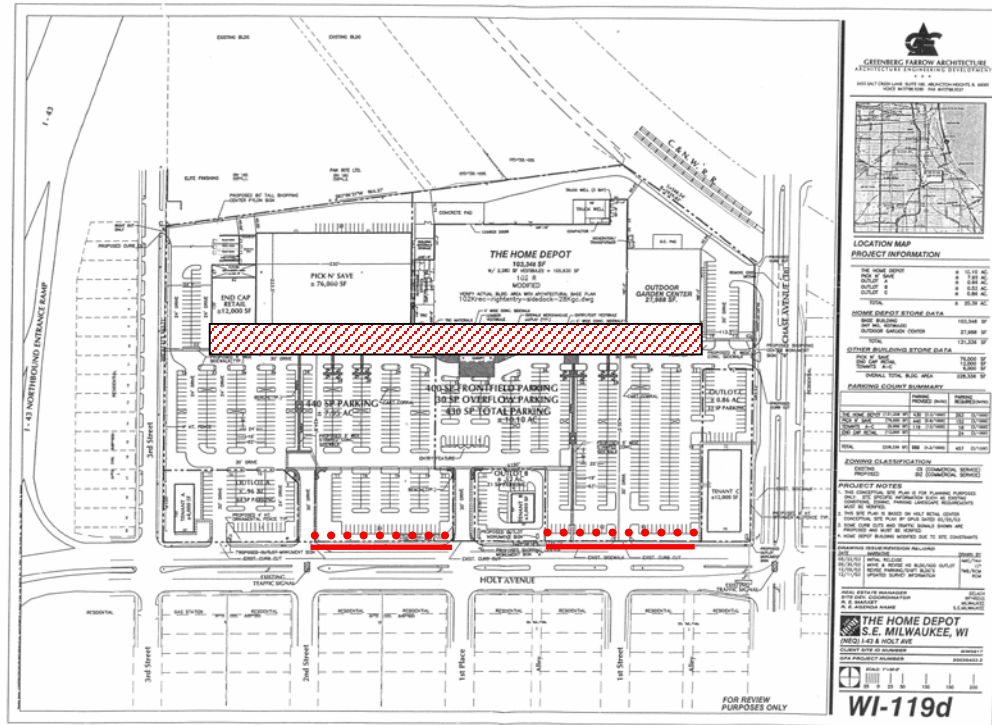


# AREA A

## I. Building Placement

### Principles

- Locate buildings to create the sense of a street along primary retail frontage.
- Enhance the pedestrian experience along building facades.
- Relate to the physical character and scale of the neighborhood.



### Building Frontage:

Locate primary retail buildings to define and create street frontage. The front setback from Holt Avenue may range from 390 to 440 feet. The minimum building setback from South 3<sup>rd</sup> Street is 87 feet. The minimum building setback from South Chase Avenue is 113.5 feet.

### Type B:

Additional outlot buildings along Holt Avenue are permitted. The front setback from Holt Avenue would follow Area B requirements.

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# AREA A

## II. Access, Circulation and Parking

### Principles

- *Create a balanced circulation system that accommodates mobility choices.*
- *Encourage shared uses.*
- *Define a clear vehicular circulation system and visually divide parking areas.*

### Standards:

#### A. Pedestrian Accommodations

1. Provide direct pedestrian connections between public sidewalks/bus stops and all building entrances.
2. Differentiate pedestrian and vehicular areas with crosswalks from parking areas to building entrances. Crosswalks must be delineated in a different color, material and/or texture than parking areas.
3. Coordinate site elements (benches, bike racks, garbage receptacles, planters, etc.) throughout the entire development to enhance the pedestrian experience.

#### B. Driveways

1. Curb cuts not to exceed the width of driveways. Along Chase, 2 curb cuts are allowed. Along Holt Street, 3 curb cuts are allowed. Along 3rd Street, no curb cuts are permitted within the DIZ area unless passenger vehicles are prevented from ingress and egress, the curb cut is designed for trucks as a right turn only to prevent trucks from entering and turning left and a traffic calming device is installed in South 3<sup>rd</sup> Street or an off site ingress and egress easement.
2. The maximum drive aisle width is 30 feet.
3. Align primary drive aisles with existing streets where possible.
4. Extend pedestrian access aisles along West Holt Avenue to the main entries of the major tenants.
5. Aisles will include curbing, sidewalks, landscaping and site elements (i.e. planters, lighting, benches)

#### C. Parking Areas

1. Locate parking areas mid-block instead of at corners.
2. Allow shared parking among tenants where possible.
3. Allow shared service areas where possible.
4. In interior parking areas, provide curbed islands with landscaping to visually divide the lot and provide pedestrian safety. At a minimum, 2 trees at each curb island are required along the primary frontage. In Area A, a total of 42 trees, evenly distributed are required in the interior surface parking areas.



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# AREA A

## Standards:

### A. Amenities

1. Along the primary retail frontage, provide site amenities such as pedestrian seating, planters, bike racks and trash receptacles.
2. Coordinate site elements (i.e. benches, bike racks, garbage receptacles, planters, etc.) throughout the development site.

### B. Screening

1. Locate dumpsters and service areas where they are not visible from the public street.
2. Outdoor storage (i.e. garden center) must be enclosed with decorative metal fencing and masonry piers that may be incorporated on a low masonry wall and rooftop structure along the primary building frontage and street frontage. The wall and piers must be faced in materials that coordinate with the primary building. The piers must have a defined base, middle and top.
3. Screen service and loading areas with wing walls using similar building materials or landscaping.
4. Enclose and screen dumpsters and recycling units with a masonry enclosure, if visible from public streets (consistent with building materials) or opaque enclosure.
5. Locate compactors to the rear of buildings and provide an opaque enclosure so they are not visible from the public street and to prevent noise to the abutting residential neighbors.
6. Screen ground electrical/mechanical units (i.e. transformers, etc.) with upright coniferous shrubs spaced 3 feet around the perimeter of the unit.
7. Outdoor cart storage is not permitted, but cart corrals are allowed throughout surface parking areas for temporary storage.

### C. Lighting

1. Lighting within parking areas must be designed and located to prevent glare onto adjoining properties.
2. Light poles within parking areas may not exceed 25 feet in height. Light poles along drive aisles and pedestrian areas are 12 feet in height.

### D. Phasing

1. If the end cap retail along South 3<sup>rd</sup> Street is not constructed simultaneously with the grocery store than the building pad area must be seeded or sodded, at a minimum. This area may not be used for additional surface parking, storage or loading.

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## AREA A

### IV. Building Design

#### Principles

- *Relate to the physical character and scale of the neighborhood.*
- *Enliven building facades to enhance the pedestrian experience.*
- *Coordinate building materials and colors to relate to the entire development.*

#### A. Massing

##### Standards:

1. Establish hierarchy between building elements. For example, articulate entrances and building corners.
2. Maximum height of buildings is 40 feet. Entry features and tower elements integrated with the building may exceed 40 feet in height.

#### B. Facades

##### Standards:

1. Variety in each building design is encouraged.
2. Front facades shall be oriented to West Holt Avenue.
3. Buildings must have a storefront window system with vision glass at the first level. The minimum glazing along the primary frontage is 34% for a home improvement center and 50% for the retail sales.
4. Building entrances shall be clearly identifiable and visible from streets and easily accessible and inviting to pedestrians.
5. Blank, unarticulated walls facing primary frontage and streets are not permitted. Modulate facades with articulated bays, windows and openings, varying color and texture and/or other architectural details that relate to the human scale.
6. Use lighting to enhance the architecture of the building and development as well as provide security and visual appeal.



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# AREA A

## C. Materials

### Standards:

1. All facades along the primary frontage, South 3<sup>rd</sup> Street and Chase Avenue must contain the most architecturally significant materials and fenestration. Significant building materials include brick, cut stone, decorative masonry and block, glass, architectural-finished metal cladding and architectural precast concrete panels. Other materials may be considered.
2. Coordinate color schemes for a cohesive appearance throughout the development.
3. Screen rooftop equipment from pedestrian view at the property line with materials and color that are compatible with the building.
4. Glazing on the first floor of commercial buildings and entrances must be transparent, vision glass. Low-E glass without tinting may be used. Opaque glazing cannot be substituted for vision glass where vision glass is required, but may be used in other areas as an architectural element if it is compatible with the overall design.
5. Samples of building materials must be submitted for review, as requested.

## V. Signage

### Principles:

- *Coordinate signage throughout the development.*
- *Promote variety for individual tenant signs.*

### A. Project Sign Standards:

1. Up to two monument-style project identification signs in Area A are permitted preferably at entrances to the project on Holt and Chase Avenues, but cannot exceed 20 feet in height. Signage may also be integrated into a masonry wall.
2. The overall area of each project sign may not exceed 150 square feet in area on each side. Each project sign may include up to 3 tenant names.
3. Monument signs shall be integrated into a masonry base that coordinates with building materials.
4. Flagpoles not to exceed 58 feet are permitted.
5. Construction signs measuring 64 square feet are permitted.
6. Billboards (off-premise signs) are not permitted.
7. Pylon signs are not permitted.

### B. Tenant sign standards:

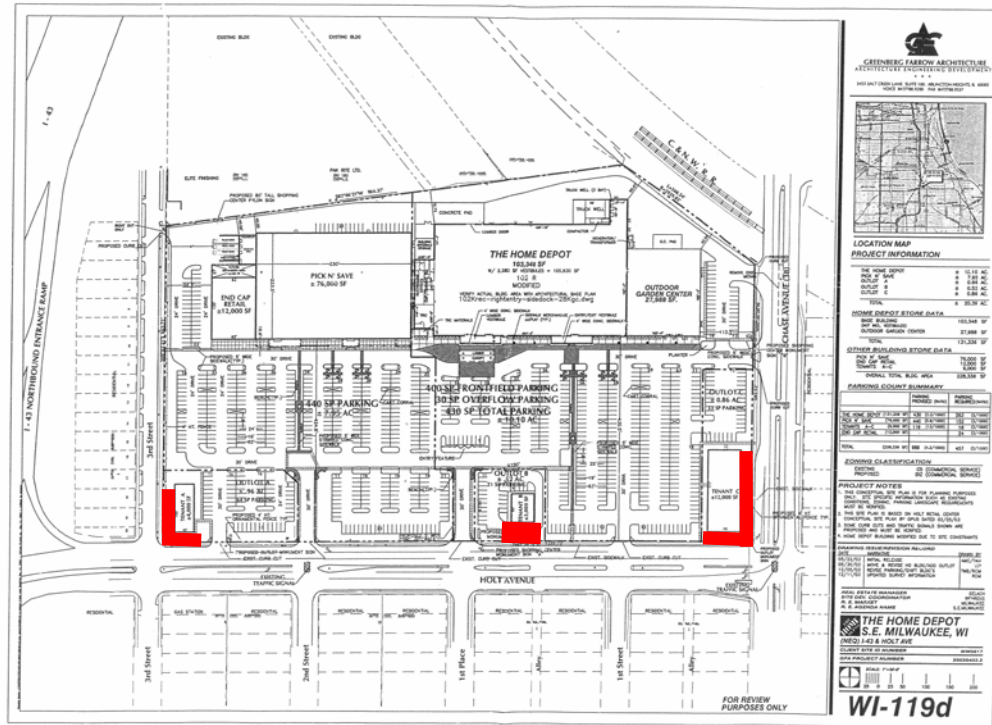
1. A Type A wall sign up to 6 feet tall and up to 432 square feet in area identifying the name of the business is permitted. Additional wall signs not exceeding 3 feet in height and xx feet in area are permitted. Wall signs shall be integrated into the overall design of the building.
2. Individual pin-set metal letters that are back-lit are the most desirable. Internally illuminated individual letters are acceptable if raceways are not visible.
3. Walls signs that meet the standards may be approved administratively.

# AREA B

## I. Building Placement

### Principles

- Locate buildings to define streets and corners.
- Enhance the pedestrian experience along building facades.
- Relate to the physical character and scale of the neighborhood.



### Outlot Building Frontage: [REDACTED]

Locate outlot buildings to define streets and corners. The minimum setback from Holt Avenue is 5 feet. The maximum setback for corner buildings is 15 feet and the maximum setback for midblock buildings is 30 feet. Along Holt Avenue no parking is permitted in front of a building, but a drive lane would be allowed for midblock buildings. No parking or drive lanes are permitted along street frontages at corner buildings.

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## AREA B

### II. Access, Circulation and Parking

#### Principles

- *Create a balanced circulation system that accommodates mobility choices.*
- *Encourage shared uses.*
- *Define a clear vehicular circulation system and visually divide parking areas.*

#### Standards:

##### A. Pedestrian Accommodations

1. Provide direct pedestrian connections between public sidewalks/bus stops and all building entrances.
2. Differentiate pedestrian and vehicular areas with crosswalks from parking areas to building entrances. Crosswalks must be delineated in a different color, material and/or texture than parking areas.
3. Coordinate site elements (benches, bike racks, garbage receptacles, planters, etc.) throughout the entire development to enhance the pedestrian experience.

##### B. Driveways

1. No additional curb cuts are permitted in this area.
2. The maximum drive aisle width is 30 feet.
3. Align primary drive aisles with existing streets where possible.
4. Primary drive aisles will read as streets by providing curbing, sidewalks, landscaping and site elements (i.e. planters, lighting, benches)

##### C. Parking Areas

1. Locate parking areas mid-block instead of at corners.
2. Allow shared parking among tenants where possible.
3. Allow shared service areas where possible.
4. In interior parking areas, provide curbed islands with landscaping to visually divide the lot and provide pedestrian safety. At a minimum, trees must be provided at curbed islands.



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## AREA B

### Standards:

#### A. Amenities

1. Within outlots, provide site amenities such as pedestrian seating, planters, bike racks and trash receptacles.
2. Coordinate site elements (i.e. benches, bike racks, garbage receptacles, planters, etc.) throughout the development site.

#### B. Screening

1. Locate dumpsters and service areas where they are not visible from the public street.
2. Outdoor storage is not permitted.
3. Screen service and loading areas with wing walls using similar building materials or landscaping.
4. Enclose and screen dumpsters and recycling units with a masonry enclosure, if visible from public streets (consistent with building materials) or board on board enclosure.
5. Locate ground mounted electrical/mechanical units at the rear of buildings. Screen ground electrical/mechanical units (i.e. transformers, etc.) with upright coniferous shrubs spaced 3 feet around the perimeter of the unit.

#### C. Lighting

1. Lighting within parking areas must be designed and located to prevent glare onto adjoining properties.
3. Light poles within parking areas may not exceed 25 feet in height. Light poles along drive aisles and pedestrian areas are 12 feet in height.
3. Light poles and fixtures must be the same design as those located in Area A.

#### D. Phasing

1. If the outlot buildings are not constructed simultaneously with buildings along the primary frontage, the building pad must be seeded and sodded, at a minimum. This area may not be used for additional surface parking, storage or loading.

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## IV. Building Design

### Principles

- *Relate to the physical character and scale of the neighborhood.*
- *Enliven building facades to enhance the pedestrian experience.*
- *Coordinate building materials and colors to relate to the entire development.*

### A. Massing

#### Standards:

1. Establish hierarchy between building elements. For example, articulate entrances and building corners.
2. Maximum height of buildings is 40 feet. Entry features and tower elements integrated with the building may exceed 40 feet in height.

### B. Facades

#### Standards:

1. Variety in each building design is encouraged.
2. Front facades shall be oriented to Holt Avenue.
3. Buildings must have a storefront window system with vision glass at the first level. The minimum glazing for buildings along Holt Avenue frontage is 60%. The minimum glazing for buildings along Chase is 30% and along 3<sup>rd</sup> Street is 15%.
- 4.
5. It is preferred that building entrances face the street. Entrances at the side of the building are permitted if they are located within 20 feet of the street facade.
6. Blank, unarticulated walls facing primary frontage and streets are not permitted. Modulate facades with articulated bays, windows and openings, varying color and texture and/or other architectural details that relate to the human scale.
7. Use lighting to enhance the architecture of the building and development as well as provide security and visual appeal.

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## AREA B

### C. Materials

#### Standards:

1. All facades along West Holt Avenue, South 3<sup>rd</sup> Street and Chase Avenue must contain the most architecturally significant materials and fenestration. Significant building materials include brick, cut stone, decorative masonry and block, glass, architectural-finished metal cladding and architectural precast concrete panels. Other materials may be considered.
2. Screen rooftop equipment from pedestrian view at the property line with materials and color that are compatible with the building.
3. Glazing on the first floor of commercial buildings and entrances must be transparent, vision glass. Low-E glass without tinting may be used. Opaque glazing cannot be substituted for vision glass where vision glass is required, but may be used in other areas as an architectural element if it is compatible with the overall design.
4. Samples of building materials must be submitted for review, as requested.

## VI. Signage

#### Principles:

- *Coordinate signage throughout the development.*
- *Promote variety for individual tenant signs.*

#### A. Project Sign Standards:

1. One monument sign per outlot building is permitted. The maximum height is 8 feet tall and the maximum sign area is 32 square feet on each side. Monument signs shall be integrated into a masonry base that coordinates with building materials.
2. Construction signs measuring 64 feet in area are permitted.
2. Billboards (off-premise signs) are not permitted.
3. Pylon signs are not permitted.

#### B. Tenant sign standards:

1. Type A wall signs shall be integrated into the overall design of the building. One sign per 25 lineal feet is permitted. The maximum area of wall signs is 60 square feet.
2. Individual pin-set metal letters that are back-lit are the most desirable. Internally illuminated individual letters are acceptable if raceways are not visible.
3. Walls signs that meet the standards may be approved administratively.

